WHAT IS CLAIMED IS:

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1. A method for the treatment of a cell proliferative disease comprising administering to an individual a pharmacologically effective dose of a compound having a structural formula

$$R^3$$
 Y
 CH
 R^5

J.

wherein X is oxygen or nitrogen;

Y is oxygen or NR⁶

 $R^{1} \quad is \quad -C_{1-10}alkylene-COOH, \quad -C_{1-4}alkylene-CONH_{2}, \quad -C_{1-4}alkylene-COOH_{2}, \quad -C_{1-4}alkylene-COO+C_{1-4}alkylene-COO+C_{1-4}alkylene-COO+C_{1-4}alkylene-COO+C_{1-4}alkylene-COO+C_{1-4}alkylene-COO+C_{1-4}alkylene-CO-SH, \quad -C_{1-4}alkylene-CO-SH, \quad -C_{1-4}alkylene-CO-S(C_{1-4}alkyl), \quad -C_{1-4}alkylene-CS-NH_{2}, \quad -C_{1-4}alkylene-CO-NH_{(2-n)}(C_{1-4}alkyl), \quad wherein n is 2 or 1, \quad -C_{1-4}alkylene-SO_{2}-O(C_{1-4}alkyl), \quad -C_{1-4}alkylene-OSO_{2}-O(C_{1-4}alkyl), \quad -C_{1-4}alkylene-OP(O-C_{1-4}alkyl)_{3}, \quad or \quad -C_{1-10}alkylene-CN;$

 R^2 and R^3 are independently hydrogen or R^4 when R^7 is -XR1; or

 R^2 and R^3 are hydrogen or R^2 and R^3 are R^4 or R^2 is hydrogen and R^3 is R^4 when R^7 is hydroxyl;

R⁴ is methyl;

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R⁵ is a C₇₋₁₆ olefinic group containing 3 to 5 ethylenic bonds;

R⁶ is hydrogen or methyl; and

 R^7 is hydroxyl or $-XR^1$; or a pharmaceutical composition thereof.

- 10 2. The method of claim 1, wherein said compound is α -tocotrienol, γ -tocotrienol or δ -tocotrienol.
- 3. The method of claim 1, wherein said compound is 2,5,7,8-tetramethyl-2R-(4,8,12-trimethyl-3,7,11 E:Z tridecatrien) chroman-6-yloxy) acetic acid.
- 4. The method of claim 1, wherein said compound 20 exhibits an anti-proliferative effect comprising apoptosis, DNA synthesis arrest, cell cycle arrest, or cellular differentiation.

- 5. The method of claim 1, wherein said compound is administered in a dose of from about 1 mg/kg to about 60 mg/kg.
- 5 6. The method of claim 5, wherein administration of said composition is selected from the group consisting of oral, topical, liposomal/aerosol, intraocular, intranasal, parenteral, intravenous, intramuscular, or subcutaneous.

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7. The method of claim 1, wherein said cell proliferative disease is a neoplastic disease, a non-neoplastic disease or a non-neoplastic disorder.

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8. The method of claim 7, wherein said neoplastic disease is selected from the group consisting of ovarian cancer, cervical cancer, endometrial cancer, bladder cancer, lung cancer, breast cancer, testicular cancer, prostate cancer, gliomas, fibrosarcomas, retinoblastomas, melanomas, soft tissue sarcomas,

ostersarcomas, leukemias, colon cancer, carcinoma of the kidney, pancreatic cancer, basal cell carcinoma, and squamous cell carcinoma.

The method of claim 7, wherein said non-neoplastic 5 9. disease is selected from the group consisting of psoriasis, benign proliferative skin diseases, ichthyosis, papilloma, restinosis. scleroderma, hemangioma, leukoplakia, viral diseases, and autoimmune diseases.

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- 10. The method of claim 9, wherein said autoimmune diseases are selected from the group consisting of autoimmune multiple sclerosis, myasthenia thyroiditis, gravis, systemic lupus erythematosus, dermatitis herpetiformis, celiac disease, and rheumatoid arthritis.
- 11. The method of claim 5, wherein said non-neoplastic20 disorder is a viral disorder or an autoimmune disorder.

- 12. The method of claim 11, wherein said viral disorder is Human Immunodeficiency Virus.
- 13. The method of claim 11, wherein said autoimmune disorder is selected from the group consisting of an inflammatory process involved in cardiovascular plaque formation, ultraviolet radiation induced skin damage and disorders involving an immune component.

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14. A method of inducing apoptosis of a cell, comprising the step of contacting said cell with a pharmacologically effective dose of the compound having a structural formula

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wherein X is oxygen or nitrogen;

Y is oxygen or NR6

R¹ is $-C_{1-10}$ alkylene-COOH, $-C_{1-4}$ alkylene-CONH₂, $-C_{1-4}$ alkylene-COO-C₁₋₄alkyl, $-C_{1-4}$ alkylene-CON(C₁₋₄alkylene-COOH)₂, $-C_{1-4}$ alkylene-OH, $-C_{1-4}$ alkylene-NH₃-halo or $-C_{1-4}$ alkylene-OSO₂NH(C₁₋₄alkyl), $-C_{1-4}$ alkylene-COO-C₁₋₄alkyl, $-C_{1-10}$ alkylene-CO-SH, $-C_{1-4}$ alkylene-CO-S(C₁₋₄alkyl), $-C_{1-4}$ alkylene-CS-NH₂, $-C_{1-4}$ alkylene-CO-NH_(2-n)(C₁₋₄alkyl)_n wherein n is 2 or 1, $-C_{1-4}$ alkylene-SO₂-O(C₁₋₄alkyl), $-C_{1-4}$ alkylene-OSO₂-O(C₁₋₄alkyl), $-C_{1-4}$ alkylene-OP(O-C₁₋₄alkyl)₃, or $-C_{1-10}$ alkylene-CN;

 R^2 and R^3 are independently hydrogen or R^4 when R^7 is -XR 1 ; or

 R^2 and R^3 are hydrogen or R^2 and R^3 are R^4 or R^2 is hydrogen and R^3 is R^4 when R^7 is hydroxyl;

R⁴ is methyl;

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 R^5 is a C_{7-16} olefinic group containing 3 to 5 ethylenic bonds; R^6 is hydrogen or methyl; and

R⁷ is hydroxyl or -XR¹; or a pharmaceutical composition thereof.

15. The method of claim 14, wherein said compound is α 20 tocotrienol, γ -tocotrienol or δ -tocotrienol.

16. The method of claim 14, wherein said compound is 2,5,7,8-tetramethyl-2R-(4,8,12-trimethyl-3,7,11 E:Z tridecatrien) chroman-6-yloxy) acetic acid.

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17. The method of claim 14, wherein said method is useful in the treatment of a cell proliferative disease.